

CONSUMER PURCHASING BEHAVIOR AND TECHNOLOGY: A STUDY ON TABLESIDE SELF-ORDER IN JAPAN IZAKAYA

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Abstract

Utilizing the laptops provided by restaurants or scanning the tableside QR code, customers can access to the menu and order by themselves. Tableside self-order is becoming the trend in catering industry. It not only reduces the waiting time for ordering, but also mitigates the labor shortage problem via reducing the workload. This study aims to examine the relationship between the customer satisfaction and self-order service quality in Japan Izakaya and observe the consumer purchasing behavior in different age and nationality groups. The online questionnaire was conducted, and a sample of 401 Japan residents anticipated this study. Considering prior research, self-order service quality was composed of 3 dimensions: availability, perceived risk and user-friendly in this study, and a total of 3 hypotheses were developed. The result indicates the most significant factor influencing the self-order service quality in Japan Izakaya is user-friendly. The findings also reveal significant differences among various age and nationality groups regarding customer satisfaction and consumer purchasing behavior. The findings of this study can provide critical insights for improving self-order functions and contribute to obtaining better purchasing experiences for customers. Thus, the labor shortage issue can be mitigated by enhancing the utilization of the tableside self-order under the proper functions.

Keywords:

Japan, Japan Izakaya, Self-order, Mobile order, Consumer purchasing behavior, Customer satisfaction, Service quality, Availability, Perceived risk, User-friendly.